



WEAU
1907 S. Hastings Way
Eau Claire, WI 54701
(715) 835-1313

CONTRACT

<u>Contract / Revision</u> 817814 /		<u>Alt Order #</u>
<u>Product</u> 10/3-10/9		
<u>Contract Dates</u> 10/03/18 - 10/09/18	<u>Estimate #</u> 2652	
<u>Advertiser</u> Right Direction		<u>Original Date / Revision</u> 04/12/18 / 10/03/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WEAU	<u>Account Executive</u> Jami Clish	<u>Sales Office</u> Eau Claire Nation
<u>Special Handling</u>		
<u>Demographic</u> Households		
		<u>Total Ratings</u> 260.40
<u>Agcy Code</u> 9915473	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 6189	<u>Advertiser Ref</u> 37863	

And:

Target Enterprises
15260 Venture Blvd
Ste 1240
Sherman Oaks, CA 91403

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
D 1	WEAU	10/03/18	10/09/18	Hello Wisconsin @ 530a	530a-6a		:30				NM	0	\$0.00
D 2	WEAU	10/03/18	10/09/18	Hello Wisconsin @ 6a	6a-7a		:30				NM	0	\$0.00
N 3	WEAU	10/03/18	10/09/18	Today Show	7a-9a		:30				NM	10	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/01/18	10/07/18	--222--				6	\$1,100.00	4.20			
	Week:	10/08/18	10/14/18	22-----				4	\$1,100.00	4.20			
D 4	WEAU	10/03/18	10/09/18	Megyn Kelly Today	Megyn Kelly Today		:30				NM	0	\$0.00
D 5	WEAU	10/03/18	10/09/18	Today w/ KathieLee & Hoda	Today w/ KathieLee		:30				NM	0	\$0.00
D 6	WEAU	10/03/18	10/09/18	Daytime Rotator M-F	11:00 AM-12:00 PM		:30				NM	0	\$0.00
N 7	WEAU	10/03/18	10/09/18	WEAU 13 News @ Noon	1158a-1230p		:30				NM	5	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/01/18	10/07/18	--111--				3	\$420.00	4.70			
	Week:	10/08/18	10/14/18	11-----				2	\$420.00	4.70			
N 8	WEAU	10/03/18	10/09/18	Days of Our Lives	1230p-130p		:30				NM	5	\$2,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/01/18	10/07/18	--111--				3	\$455.00	3.30			
	Week:	10/08/18	10/14/18	11-----				2	\$455.00	3.30			
D 9	WEAU	10/03/18	10/09/18	M-F 130p-2p	130p-2p		:30				NM	0	\$0.00
D 10	WEAU	10/03/18	10/09/18	WEAU 13 News @ 4p	4p-430p		:30				NM	0	\$0.00
N 11	WEAU	10/03/18	10/09/18	Jeopardy M-F	430p-5p		:30				NM	5	\$2,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/01/18	10/07/18	--111--				3	\$455.00	5.20			
	Week:	10/08/18	10/14/18	11-----				2	\$455.00	5.20			
N 12	WEAU	10/03/18	10/09/18	WEAU 13 News @ 5p	5p-530p		:30				NM	5	\$6,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/01/18	10/07/18	--111--				3	\$1,295.00	6.60			
	Week:	10/08/18	10/14/18	11-----				2	\$1,295.00	6.60			
N 13	WEAU	10/03/18	10/09/18	WEAU 13 News @ 6p	6p-630		:30				NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/01/18	10/07/18	--111--				3	\$2,500.00	8.70			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	3	WEAU	10/01/18-10/07/18	WEAU 13 News @ 6p	6p-630	---wThF----	:30		\$2,500.00	8.70	NM		
	See MG 13.6												
	6	WEAU	10/03/18-10/03/18	Wednesday Prime Hr 3	9p-10p	---w-----	:30		\$2,500.00	8.70	NM		
	Ⓜ MG for 13.3 10/05												

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract Dates</u> 10/03/18 - 10/09/18	<u>Product</u> 10/3-10/9	<u>Estimate #</u> 2652
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/18	10/14/18	11-----				2	\$2,500.00	8.70			
N 14	WEAU	10/03/18	10/09/18	Wheel of Fortune M-F	630p-7p		:30				NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/18	10/07/18	--111--				3	\$3,000.00	11.00			
Week:		10/08/18	10/14/18	11-----				2	\$3,000.00	11.00			
D 15	WEAU	10/03/18	10/09/18	WEAU 13 News @ 10p M-F	10p-1035p		:30				NM	0	\$0.00
D 16	WEAU	10/03/18	10/09/18	The Tonight Show	1035p-1135p		:30				NM	0	\$0.00
N 17	WEAU	10/03/18	10/09/18	Sa Today	7a-9a		:30				NM	2	\$1,190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/18	10/07/18	-----S-				2	\$595.00	3.60			
Week:		10/08/18	10/14/18	-----				0	\$0.00	0.00			
N 18	WEAU	10/03/18	10/09/18	WEAU 13 News @ 6p Sat	6p-630p		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/18	10/07/18	-----S-				1	\$1,000.00	3.90			
Week:		10/08/18	10/14/18	-----				0	\$0.00	0.00			
N 19	WEAU	10/03/18	10/09/18	Wheel of Fortune Sa	630p-7p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/18	10/07/18	-----S-				1	\$750.00	5.90			
Week:		10/08/18	10/14/18	-----				0	\$0.00	0.00			
D 20	WEAU	10/03/18	10/09/18	WEAU 13 News @ 10p Sat	10p-1030p		:30				NM	0	\$0.00
D 21	WEAU	10/03/18	10/09/18	Saturday Night Live	1030p-12a		:30				NM	0	\$0.00
D 22	WEAU	10/03/18	10/09/18	Hello Wisconsin @ 530a	530a-6a		:30				NM	0	\$0.00
N 23	WEAU	10/03/18	10/09/18	Megyn Kelly Today	Megyn Kelly Today		:30				NM	10	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/18	10/07/18	--222--				6	\$350.00	0.00			
Week:		10/08/18	10/14/18	22-----				4	\$350.00	0.00			
N 24	WEAU	10/03/18	10/09/18	M-F 130p-2p	130p-2p		:30				NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/18	10/07/18	--111--				3	\$175.00	0.00			
Week:		10/08/18	10/14/18	11-----				2	\$175.00	0.00			
D 25	WEAU	10/03/18	10/09/18	WEAU 13 News @ 4p	4p-430p		:30				NM	0	\$0.00
D 26	WEAU	10/03/18	10/09/18	Tuesday Prime Hr 2	8p-9p		:30				NM	0	\$0.00
N 27	WEAU	10/03/18	10/09/18	The Tonight Show	1035p-1135p		:30				NM	5	\$2,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/18	10/07/18	--111--				3	\$595.00	0.00			
Week:		10/08/18	10/14/18	11-----				2	\$595.00	0.00			
D 28	WEAU	10/03/18	10/09/18	WEAU 13 News @ 10p Sun	10p-1035p		:30				NM	0	\$0.00
N 29	WEAU	10/03/18	10/09/18	WEAU 13 News @ 10p Sat	10p-1030p		:30				NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/18	10/07/18	-----S-				1	\$1,900.00	3.90			
Week:		10/08/18	10/14/18	-----				0	\$0.00	0.00			
Totals								260.40				65	\$63,815.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/09/18	65	\$63,815.00	(\$9,572.25)	\$54,242.75
Totals	65	\$63,815.00	(\$9,572.25)	\$54,242.75

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Signature: _____ **Date:** _____

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